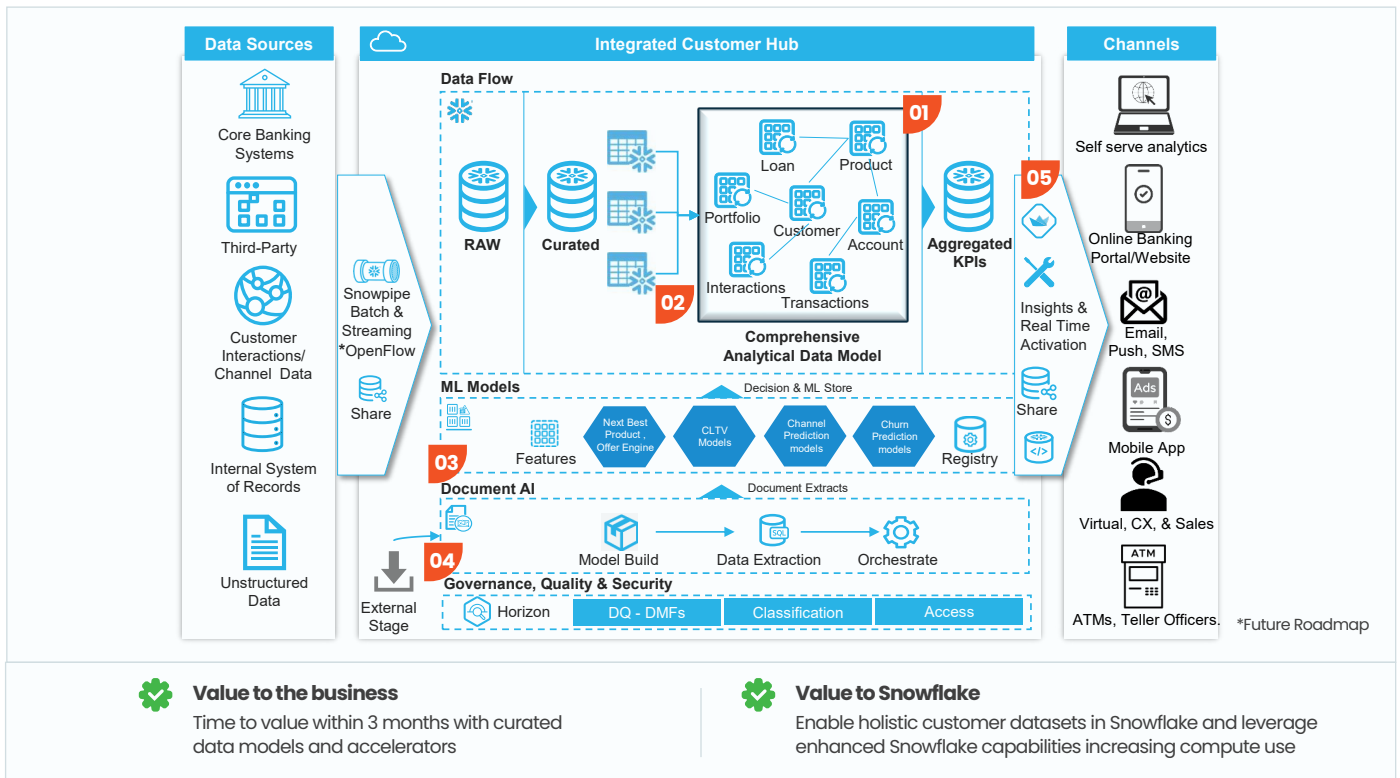


SNOWFLAKE & TREDENCE #BETTERTOGETHER

Your AI Adoption Partner

Migrate to personalize solution offering

Migrate to Personalize Solution Architecture



What does Tredence bring?



- | | |
|---|--|
| <p>01 Banking Data Model & KPI Stores</p> <p>pre-built and configured banking-specific data model, bureau feature suite (time series attributes, leverage index etc.), KPIs store</p> | <p>02 Pre-Built & Mapped Data Engineering</p> <p>Pipelines Mapping from popular core banking systems and data pipelines from sources systems to foundational and consumption tables.</p> <p>Prebuilt Data Quality & Governance frameworks to manage and maintain customer data FIS and other</p> |
| <p>03 AI/ML Predictive Models</p> <p>Prebuilt ML notebooks with modularized parameter tuning predicting various facets of customer behavior like CLTV, Next best product, offer, Affluence, Life stage, Leverage, etc.</p> | <p>04 Blend Unstructured Data</p> <p>Extract critical data elements from unstructured datasets – documents – and blend with structured data to create impactful insights</p> |
| <p>05 Integration to Decision & Activation Engines</p> <p>Well defined integration patterns, APIs and message payloads to decision engines, activation engines for accelerated enablement</p> | |
- A** **PEGA** **personetics**